



Etam

Hello Miami

Etam extends its century-old lingerie-making know-how across the Atlantic. On July 7th, the brand will open its first American store at Miami's Dadeland Mall.

Let's celebrate the American Dream with Etam!

ETAM IN MIAMI, AN INTIMATE SHOWCASE OF MODERNITY

Etam continues its expansion with its first US store in Miami's Dadeland Mall. Following its launch in the premium nationwide department store, Nordstrom, in March 2020, the leading lingerie retailer is setting up the shop in the iconic mall near the Floridian destination city.

The feminine and intimate flagship will be anchored in Etam's new Nude store concept: a warm, modern setting with a cozy atmosphere where nude tones and blonde woods meet waxed concrete walls with electric neon touches. It's all brought to life by brushed brass furnishings to give Etam's showcase a fine balance between the feminine and urban universes.

The 3,100 square foot store will feature the French brand's new retail signature: With numbered lingerie, premium, comfort, swimwear, sleep and bodywear, the customer journey is clear. New American customers will discover product benefits inlaid on every wall, like the WeCare focus, brand messages, and customer reviews to guide them in their choice and to better understand the brand.

Etam



Model @clara.berry



Model @lumacabreu

DESIGNED IN PARIS, MADE FOR YOU

For its first retail destination on the other side of the Atlantic, Etam unveils a selection of lingerie and swimwear in the image of the Floridian setting in which the brand has set up shop. Find signature pieces, from timeless to new, always at the cutting edge of innovation and style. Eclectic, comfortable, and feminine, Etam's style is reinvented in an effortless, vitamin-packed version, for a light-hearted stroll on South Beach.

OPENING TIME! RENDEZ-VOUS ON JULY 7

On July 7, Etam will welcome a select group of guests to a special in-store launch event. Friends of the brand, influencers, and VIP guests including the campaign muse and supermodel Clara Berry will celebrate Etam's arrival in Miami.

On the program: a ribbon-cutting ceremony, festive catering, and glamorous entertainment in a relaxed atmosphere with a DJ-set starting at 10AM.

The boutique opens to the public at 12PM.

Discover Etam collections on us.etam.com.

Opening on 7/7/2023 at 12PM.

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